

Rep Order#	8828872	Ver#	5	Status	Revised
EC'd	Yes				

Traffic Order# 36632

Printed: 10/02/2012 10:01 AM
Last Received: 10/02/2012 9:49 AM
Showing Buylines: All Lines

2 of 8

Station	KLAS-TV LAS VEGAS
Advertiser	() REPUBLICAN JEW COAL
Product	REPUBLICAN JEWISH CO
Estimate#	
Buyer	LAURA LANCASTER
Phone#	
Fax#	

Agency () JAMESTOWN ASSOCIATES
5937 JONES CREEK RD, SUITE B
BATON ROUGE, LA 70817
Agency C/P1/P2/E
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Rep Firm
Sales Office () DALLAS
Salesperson () SHELLY MOONEY

Salesperson Phone# 214-525-2668
Salesperson FAX#

--- CONTRACT COMMENT ---

REPUBLICAN JEWISH COALITION - MUST HAVE 15 MINUTE SEP W/O 9/17 TO START WED 9/19, MUST BE DARK TUE 8/25-WED 8/26
*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

10/2 CONVERTING SOME :30'S TO :60'S
NO CHANGE IN TOTAL
SEE CHANGES TO LINES 2,4,6,8,10,12,14
SEE NEW LINES 30-36 FOR :60'S
PLS CF
THX SHELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	600A-700A	MORNING NEWS	:30	\$900.00	09/17-09/28	0	0	0	\$0.00	
	Rating: 1.4											
	[MADE-GOOD BY LINE(S) 18 24]											
	18	W-F	600A-700A	MORNING NEWS	:30	\$900.00	09/19-09/21	5	1	5	\$4,500.00	
	Rating: 1.4											
	[MKGD FOR SPOTS MISSED ON LN #1: 9/17(5/WK)]											
	24	M,TH-F	600A-700A	MORNING NEWS	:30	\$900.00	09/24-09/28	4	1	4	\$3,600.00	
	Rating: 1.4											
	[MKGD FOR SPOTS MISSED ON LN #1: 9/24(4/WK)]											
	*2	M-F	600A-700A	MORNING NEWS	:30	\$1,200.00	10/01-10/05	2	1	2	\$4,800.00	
							10/15-10/19	2	1	2		
	Rating: 1.4											
	Sales Remark: V5 10/1 & 10/15 - 2X EACH											
	V5 More than 2 codes changed											

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	3	M-F	700A-900A	THE EARLY SHOW	:30	\$800.00	09/17-09/28	0	0	0	\$0.00	
Rating: 1.2				[MADE-GOOD BY LINE(S) 19 25]								
	19	W-F	700A-900A	THE EARLY SHOW	:30	\$800.00	09/19-09/21	4	1	4	\$3,200.00	
Rating: 1.2				[MKGD FOR SPOTS MISSED ON LN #3: 9/17(4/WK)]								
	25	M,TH-F	700A-900A	THE EARLY SHOW	:30	\$800.00	09/24-09/28	4	1	4	\$3,200.00	
Rating: 1.2				[MKGD FOR SPOTS MISSED ON LN #3: 9/24(4/WK)]								
	*4	M-F	700A-900A	THE EARLY SHOW	:30	\$1,000.00	10/01-10/12	2	2	4	\$4,000.00	✓
Rating: 1.2				Sales Remark: V5 10/1 & 10/8 2X EACH V5 More than 2 codes changed								
	5	M-F	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/17-09/28	0	0	0	\$0.00	
Rating: 1.5				[MADE-GOOD BY LINE(S) 20 26]								
	20	W-F	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/19-09/21	4	1	4	\$3,000.00	
Rating: 1.5				[MKGD FOR SPOTS MISSED ON LN #5: 9/17(4/WK)]								
	26	M,TH-F	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/24-09/28	4	1	4	\$3,000.00	
Rating: 1.5				[MKGD FOR SPOTS MISSED ON LN #5: 9/24(4/WK)]								

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Salesperson FAX#

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	*6	M-F	900A-1000A	LIVE WITH KELLY	:30	\$850.00	10/01-10/05 10/15-10/19	2 2	1 1	2 2	\$3,400.00 ✓	

Rating: 1.5

Buyline Comment: 10/1 & 10/15 - 2X EACH ONLY
Sales Remark: V5 10/1 & 10/15 - 2X EACH ONLY
V5 More than 2 codes changed

7	M-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/17-09/28	0	0	0	\$0.00
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Rating: 1.4

[MADE-GOOD BY LINE(S) 21 27]

21	W-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/19-09/21	3	1	3	\$2,250.00
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Rating: 1.4

[MKGD FOR SPOTS MISSED ON LN #7: 9/17(3/WK)]

27	M,TH-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/24-09/28	3	1	3	\$2,250.00
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Rating: 1.4

[MKGD FOR SPOTS MISSED ON LN #7: 9/24(3/WK)]

*8	M-F	1200P-1230P	NOON NEWS	:30	\$850.00	10/01-10/19	1	3	3	\$2,550.00 ✓
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Rating: 1.4

Buyline Comment: 1X EACH WEEK
Sales Remark: V5 1X EACH WEEK
V5 More than 2 codes changed

9	M-F	500P-630P	EVENING NEWS ROTATOR	:30	\$1,300.00	09/17-09/28	0	0	0	\$0.00
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Rating: 2.2

[MADE-GOOD BY LINE(S) 22 28]

22	W-F	500P-630P	EVENING NEWS ROTATOR	:30	\$1,300.00	09/19-09/21	9	1	9	\$11,700.00
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Rating: 2.2

[MKGD FOR SPOTS MISSED ON LN #9: 9/17(9/WK)]

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	28	M,TH-F	500P-630P	EVENING NEWS ROTATOR	:30	\$1,300.00	09/24-09/28	8	1	8	\$10,400.00	
	Rating: 2.2											
	[MKGD FOR SPOTS MISSED ON LN #9: 9/24(8/WK)]											
	*10	M-F	500P-630P	EVENING NEWS ROTATOR	:30	\$1,500.00	10/01-10/05	4	1	4	\$9,000.00	
								10/08-10/12	2	1	2	
	Rating: 2.2											
	Buyline Comment: 10/1 4X & 10/8 2X											
	Sales Remark: V5 10/1 4X & 10/8 2X											
	V5 More than 2 codes changed											
	11	M-F	1100P-1135P	NEWS AT 11P	:30	\$1,900.00	09/17-09/28	0	0	0	\$0.00	
	Rating: 2.7											
	[MADE-GOOD BY LINE(S) 23 29]											
	23	W-F	1100P-1135P	NEWS AT 11P	:30	\$1,900.00	09/19-09/21	2	1	2	\$3,800.00	
	Rating: 2.7											
	[MKGD FOR SPOTS MISSED ON LN #11: 9/17(2/WK)]											
	29	M,TH-F	1100P-1135P	NEWS AT 11P	:30	\$1,900.00	09/24-09/28	2	1	2	\$3,800.00	
	Rating: 2.7											
	[MKGD FOR SPOTS MISSED ON LN #11: 9/24(2/WK)]											
	*12	M-F	1100P-1135P	NEWS AT 11P	:30	\$2,200.00	10/01-10/05	2	1	2	\$8,800.00	
								10/15-10/19	2	1	2	
	Rating: 2.7											
	Sales Remark: V5 10/1 & 10/15 2X											
	V5 More than 2 codes changed											
	13	SU	630A-800A	CBS SUN MORNING	:30	\$1,500.00	09/23-09/30	2	2	4	\$6,000.00	
	Rating: 2.6											

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	*14	SU	630A-800A	CBS SUN MORNING	:30	\$2,000.00	10/07-10/21	0	0	0	\$0.00	
Rating: 2.6												
Sales Remark: V5 CONVERTING TO :60'S												
V5 Comment Changed, Spots/week Changed												
	15	SU	800A-830A	NEWS NOW	:30	\$1,500.00	09/23-10/21	1	5	5	\$7,500.00	
Rating: 2.3												
	16	SU	1100P-1135P	NEWS AT 11P	:30	\$900.00	09/23-09/30	1	2	2	\$1,800.00	
Rating: 2.0												
	17	SU	1100P-1135P	NEWS AT 11P	:30	\$1,100.00	10/07-10/21	1	3	3	\$3,300.00	
Rating: 2.0												
	*30	M-F	600A-700A	MORNING NEWS	:60	\$2,400.00	10/01-10/12	1	2	2	\$9,600.00	
Rating: 1.4												
Sales Remark: V5 NOW :60'S												
V5 Added												
	*31	M-F	700A-900A	THE EARLY SHOW	:60	\$2,000.00	10/01-10/05	1	1	1	\$8,000.00	
Rating: 1.2												
Sales Remark: V5 NOW :60'S												
V5 Added												
							10/08-10/12	2	1	2		
							10/15-10/19	1	1	1		

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	*32	M-F	900A-1000A	LIVE WITH KELLY	:60	✓ \$1,700.00	10/01-10/05	1	1	1	\$6,800.00	
							10/08-10/12	2	1	2		
							10/15-10/19	1	1	1		

Rating: 1.5

Sales Remark: V5 NOW :60'S
V5 Added

	*33	M-F	1200P-1230P	NOON NEWS	:60	✓ \$1,700.00	10/01-10/19	1	3	3	\$5,100.00	
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Rating: 1.4

Sales Remark: V5 NOW :60'S
V5 Added

	*34	M-F	500P-630P	EVENING NEWS ROTATOR	:60	\$3,000.00	10/01-10/05	2	1	2	\$27,000.00	
							10/08-10/12	4	1	4		
							10/15-10/19	3	1	3		

Rating: 2.2

Sales Remark: V5 NOW :60'S
V5 Added

	*35	M-F	1100P-1135P	NEWS AT 11P	:60	✓ \$4,400.00	10/08-10/12	1	1	1	\$4,400.00	
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Rating: 2.7

Sales Remark: V5 NOW :60
V5 Added

	*36	SU	630A-800A	CBS SUN MORNING	:60	✓ \$4,000.00	10/07-10/21	1	3	3	\$12,000.00	
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Rating: 2.6

Sales Remark: V5 CONVERTING TO :60'S
V5 Added

---REPORT TOTALS---

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Report Totals: 119 / \$178,750.00

---SALES MONTHLY TOTALS---

Sep 12: 60 / \$65,500.00 Oct 12: 59 / \$113,250.00

Sales Totals: 119 / \$178,750.00

Station Totals: 119 / \$178,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$993,056	CABL	0%	KLAS	18%	KSNV	50%	KTNV	19%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	13%	UNKN	0%		

---COMPETITIVE COMMENTS---

COMP. SHARES ARE ESTIMATED

Books NOV11
Demos RA3564